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2153

# TRANSMITTAL FORM

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Total Number of Pages in This Submission: 10

Application Number	10/039,062
Filing Date	December 31, 2001
First Named Inventor	William R. Matz
Art Unit	2153
Examiner Name	Sean M. Reilly
Attorney Docket Number	BS01376

## ENCLOSURES

(Check all that apply)

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Remarks:  
Resubmitting IDS from 03/15/05 with larger font per request of Examiner Reilly 07/20/05.  
Copy of Fax Reply from original submission 03/15/05.  
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## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Name (Print/Type)	Bambi Faivre Walters	Reg. No.:	45,197
Signature			
Date	July 20, 2005		

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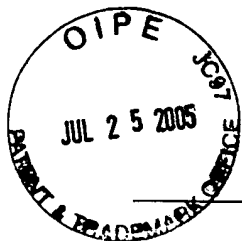
  

<b>TRANSMITTAL FORM</b> (to be used for all correspondence after initial filing)		Application Number: 10/039,062 Filing Date: December 31, 2001 First Named Inventor: William R. Matz Art Unit: 2153 Examiner Name: Sean M. Ralby Attorney/Doctel Number: BS01376
Total Number of Pages in This Submission: 1		
<b>ENCLOSURES</b> (Check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input checked="" type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavit/Declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Utility-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s)	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below):
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<b>SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT</b>		
Name (Print/Type)	Bambi Faivre Walters	Reg. No.: 45,197
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: William R. Matz

Group Art Unit: 2153

Application No.: 10/039,062

Examiner: Sean M. Reilly

Filed: December 31, 2001

Title: "System and Method for Targeted Content Distribution Using Tagged Data Streams"

VIA FACSIMILE 703-872-9306

Attn: Examiner Unassigned

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**INFORMATION DISCLOSURE STATEMENT**

Pursuant to 37 CFR §§1.56, 1.97, and 1.98, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached Forms PTO 1449 (pp. 1-5).

This Information Disclosure Statement is being submitted after the mailing of a first Office Action in this application and therefore, a certification fee is believed to be required (37 CFR § 1.97(b)(3)).

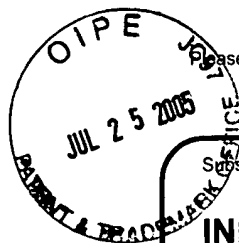
It is respectfully requested that the references listed on the attached forms be expressly considered by the Examiner and be made of record in the application and appear among the "References Cited" on any patent to issue therefrom.

Respectfully submitted,



Bambi F. Walters  
Attorney for Applicants  
Registration No. 45,197  
P. O. Box 5743  
Williamsburg, VA 23188  
Telephone: 757.253.5729

Date: MARCH 15, 2005



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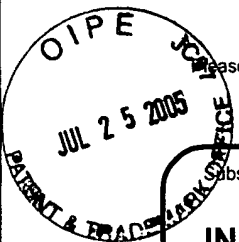
Sheet 1 of 5

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First Named Inventor	William R. Matz
Group Art Unit	2153
Examiner Name	Sean M. Reilly
Attorney Docket Number	BS01376

### U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
		677,209		Chernock et al.	06-1901	
		3,798,610		Bliss et al.	03-19-1974	
		3,886,302		Kosco	05-27-1975	
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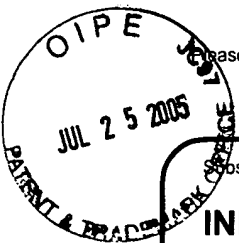
Sheet 2 of 5

### Complete if Known

Application Number	10/039,062
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First Named Inventor	William R. Matz
Group Art Unit	2153
Examiner Name	Sean M. Reilly
Attorney Docket Number	BS01376

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Examiner Initials *	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
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		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
			EP 0 424 648A EP 1162840 A2 WO 99 52285A WO 99 04561A WO 99 45702A		Wilson	02-02-1991 12-2001 10-14-1999 01-28-1999 09-10-1999		

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Attorney Docket Number	BS01376

### OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

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		PCT Publication No. WO 94/17609 (Kiefl et al., 08-04-1994)	
		CAULEY, LESLIE, "Microsoft, Baby Bell Form Video Alliance," <u>The Wall Street Journal</u> , September 26, 1994.	
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		"power, flexibility, and control," RespondTV, <u>www.respondtv.com/whyrespond.html</u> (11/16/01) pp. 1-2.	
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		"What is Wink?," <u>www.wink.com/contents/whatiswink.html</u> , (11/16/01) p. 1 of 1.	
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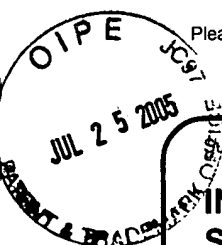
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### OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

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		"What is Wink: Examples," What is Wink – Examples, <a href="http://www.wink.com/contents/examples.html">www.wink.com/contents/examples.html</a> , (11/16/01) pp. 1-2.	
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